

# From Google® to ArcGIS®

Transition with Confidence





# Transition to Esri® ArcGIS

## A Google Earth Enterprise and Google Maps Engine Replacement

In coordination with Google, Esri has prepared a special offer for Google Earth™ Enterprise and Google Maps Engine customers and partners looking to transition to Esri® software. ArcGIS® is a commercial off-the-shelf platform that is scalable, interoperable, and configurable for rapid deployment. Let us help you maintain legacy data and capabilities while providing the environment to grow your tradecraft with innovative technology.





# Seamless Conversion

## Migrate to the ArcGIS Platform While Maintaining Your Existing Workflows

You can feel confident that the ArcGIS platform provides a complete and open solution for managing, analyzing, and sharing data and products. We have developed a comprehensive plan to minimize the disruption to your tradecraft while maximizing the benefit you will discover using ArcGIS.

Contact us to find out how you can minimize your costs with available licensing.

“NT Concepts has mapped the functionality of Google to Esri’s ArcGIS platform. Current National System for Geospatial Intelligence [NSG] users of Google’s enterprise geospatial products will find the Esri platform to be a key option for meeting their geospatial requirements.”

Chris Powell, CTO, NT Concepts

### Compare Solutions

Here is an overview of Google Maps for Work products and equivalent Esri products and services to help you understand which products you need to transition from Google technology to Esri.

Google Solution	Esri Solution
Google Earth Enterprise Client and Google Earth Pro	ArcGIS Earth, or ArcGIS Pro (part of ArcGIS for Desktop)
Google Earth Enterprise Fusion Server	ArcGIS for Server
Google Earth Enterprise Earth Server	ArcGIS for Server with Portal for ArcGIS
Google Earth Enterprise Portable Server	ArcGIS for Server and ArcGIS Pro (part of ArcGIS for Desktop) with offline map packages
Google Earth API (plug-in)	Portal for ArcGIS, including 3D web scenes
Google Maps Engine	ArcGIS™ Online or ArcGIS for Server running in a cloud infrastructure
Google Maps Engine API	ArcGIS API for JavaScript™

# Transition Highlights

## Replacement Software

To ensure a successful transition, ArcGIS will be made available to all Google users as a no-cost replacement for Google Earth Enterprise and Google Maps Engine. The first year of maintenance and/or subscription fees for ArcGIS are included, after which users will be responsible for appropriate fees.

## 3D Capabilities

The latest release of ArcGIS has new capabilities for creating, viewing, and analyzing 3D scenes in desktops and browsers. ArcGIS Pro supports simultaneous 2D and 3D visualization. The map and 3D scene viewer provide a browser-based app to visualize 2D and 3D data.

## Easy Hosting of Data

By using batch conversion tools, you can easily convert your data to be hosted in the ArcGIS platform. Some Google Earth Enterprise users have complex data, attributes, and workflows, and for those users, we are pleased to announce that our partner Safe Software will provide the complete FME Desktop product to help with the migration process.

## Open Standards

ArcGIS is a complete solution for publishing and disseminating open data, exporting data into multiple formats, and it supports a variety of OGC standards, including WMS, WFS, and KML. Esri also provides open APIs and SDKs for developers.

## Imagery Management

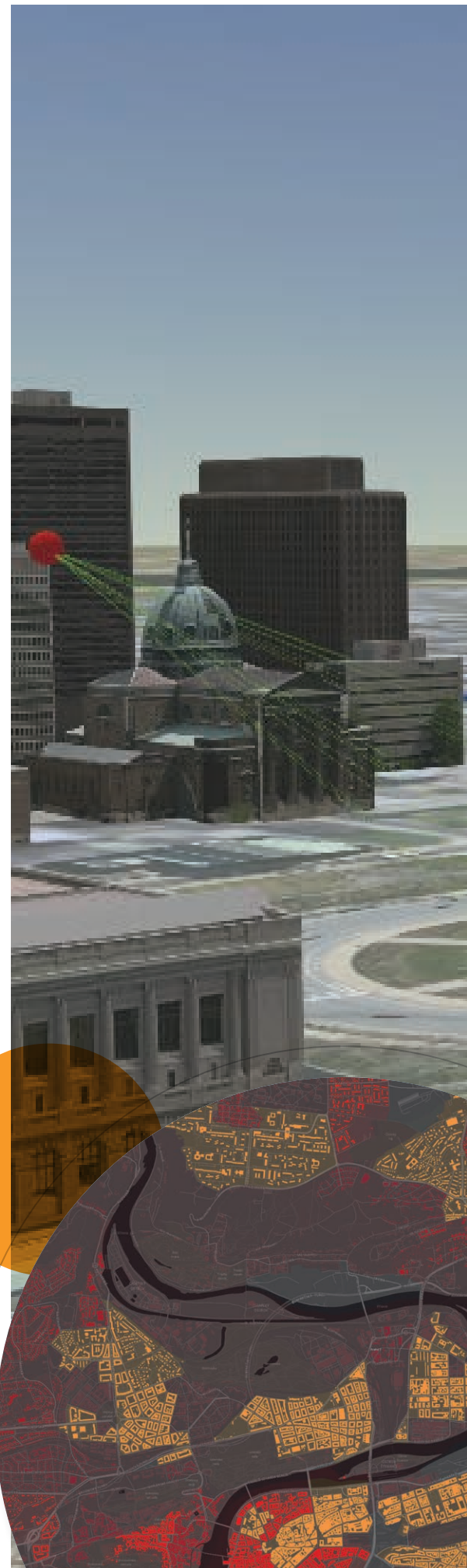
ArcGIS can serve and consume large collections of raster and imagery data. It performs on-the-fly processing and dynamic mosaicking to simplify imagery management. ArcGIS also supports lidar as well as military and intelligence data formats, such as NITF.

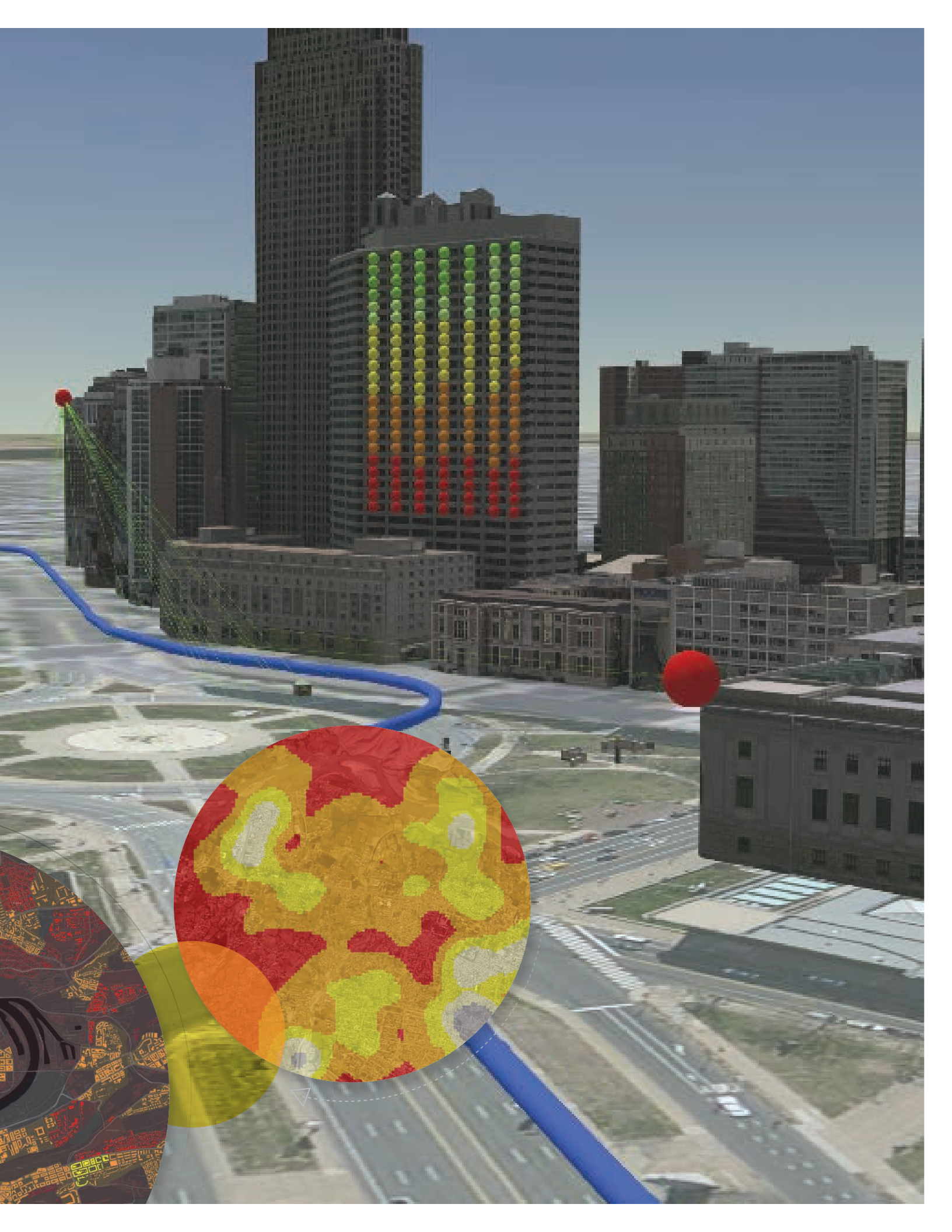
## Real-Time Analytics

Easily support real-time data feeds from sensor networks, RSS feeds, and a variety of other formats. ArcGIS can also perform dynamic analytics, such as geofencing, and other location-based alerting or messaging.

## Training

To get you up and running quickly with ArcGIS, Esri will include complimentary training. Visit [esri.com/training/main/google](http://esri.com/training/main/google) to learn the best practices to support your workflows.









# ArcGIS Earth

Work with Various 2D and 3D Data Formats, Including KML, to Easily Understand Spatial Information

Explore the world, share data, and collaborate with others using ArcGIS Earth. You can feel confident that ArcGIS Earth will fit seamlessly into your existing workflows, allowing your users to quickly open and work with 3D and 2D map data. ArcGIS Earth is fully integrated with the ArcGIS platform, so you can securely access, share, and publish your enterprise maps and data.

Along with other capabilities of the ArcGIS platform, ArcGIS Earth provides an alternative to Google Earth Enterprise Client. Developers with a Google Apps API key can implement Google Street View inside ArcGIS Earth. Users can rapidly analyze data, communicate information, and understand the full picture to make smarter, faster decisions.

Try it now at  
[esri.com/software/arcgis-earth](http://esri.com/software/arcgis-earth).



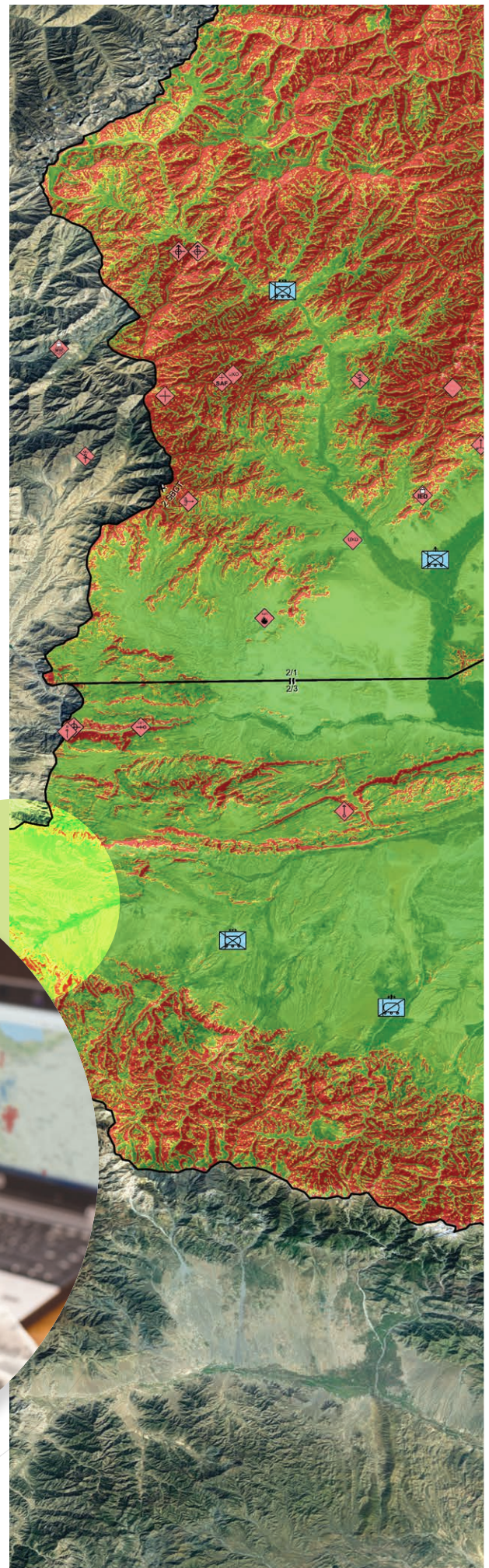
# ArcGIS for Defense

Maps and Apps to Deliver Timely Insight,  
Make Strategic Decisions, and Conduct Operations

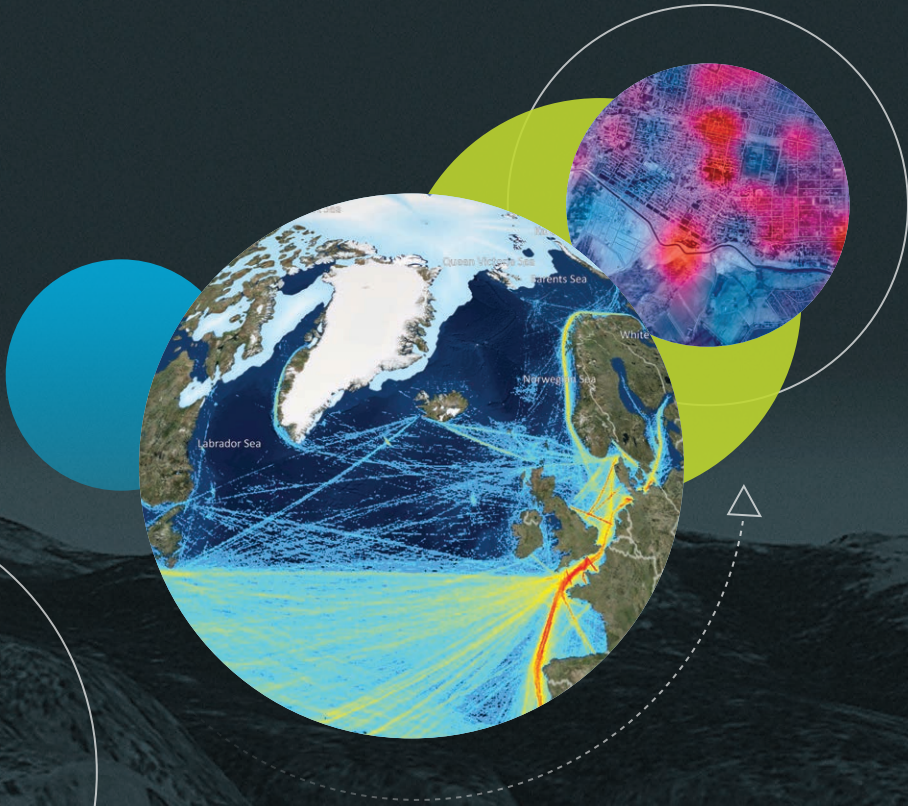
Esri has developed more than 40 specialized applications for the military and intelligence communities that are included in ArcGIS for Defense. This solution supplies the core technology and resources to simplify creating and delivering geospatial information to decision makers.

The ArcGIS for Defense solution is solving problems across the defense community. Collect and integrate information, perform analysis, and share intelligence information in addition to visualizing and analyzing the environment for military operations.

Learn more at  
[solutions.arcgis.com/#Defense](https://solutions.arcgis.com/#Defense).







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